

ABSTRACT OF THE DISCLOSURE

A toothbrush head comprising a flexible bristle carrier such as an elastomer or gel pad or flexibly linked segments, on which bristles are mounted, with a support which supports the carrier at its base near the handle and at the opposite tip part, leaving the carrier unsupported thereby in a region longitudinally between these parts, the carrier being flexible such that it can deform under the forces of toothbrushing so that both its longitudinal and widthways sections become distorted. Preferably the support is also flexible.